

Abstract

In providing an information assistance service to a user, data retrieved from a user profile may be utilized not only to provide information, but also personalized services to the user. An operator may determine from the user profile user preferences pertaining to, for
5 example, hotel accommodations, restaurant features, or vehicle features. Default preference values may be assigned to different service features when a new user profile is created, which are subject to changes by the user. Various service features specified in a profile record may be grouped into a family based on an attribute, a habit or lifestyle of the user. The first time a user personally changes an existing preference value, or selects a new
10 preference value for a service feature in a family, the preference values for all other service features in the same family are affected.